



February 14, 2007

TO: Transportation Authority of Marin Executive Committee

FROM: Dianne Steinhauser, Executive Director

RE: Annual Report Format & Distribution Plan, Agenda Item 9

Dear Commissioners:

Executive Summary

TAM is required per Public Code 180111 to publish an annual report each calendar year. Additionally, per the Measure A Sales Tax Expenditure Plan, the Citizen's Oversight Committee (COC) must publish an annual report each fiscal year. Both reports attest to TAM's fiscal, programming and planning responsibilities, and can serve as public outreach tools that describe TAM's accomplishments over the time period covered and its future activities.

Recommendation: Staff recommends the Executive Committee review and provide feedback on the formats for TAM's 2006 calendar year annual report, recognize the COC's fiscal year 2006 annual report, adopt a postcard strategy for announcing the publication of both annual reports, and also provide staff guidance on the most desirable printing and distribution plan.

TAM is required per Public Utilities Code 180111, to prepare and adopt an annual report each calendar year (from January 1 to December 31) demonstrating progress made to achieve the objective of improving transportation conditions related to priority highway operations and local transportation needs. Additionally, according to the Expenditure Plan for Measure A, the Citizens' Oversight Committee (COC) must publish and make available to the public at large, an annual report each fiscal year (from July 1 to June 30) regarding TAM's activities, plans and financial position as measured against the expenditure plan. Both reports can serve as public outreach tools that describe TAM's accomplishments over the time period covered and its version for the future.

Staff has launched the development process for the two annual reports in December. At this time, staff is requesting guidance from the Committee on reproduction and distribution plans as well as formats for both reports and the postcard. Suggested contents for the reports are scheduled for your review at the March Exec Committee meeting.

After review of annual reports prepared by other Bay Area Transportation Authorities and TAM's 2005 annual report with TAM's public outreach consultant team, CirclePoint, staff suggests a format as follows for the TAM Annual Report:

34" x 11" gate-fold (Four Panel)
Four Color, both sides
Bond card stock
Matte Finish

Format recommended for the COC annual report is as follow:

11" x 17" tri-fold
Four Color, both sides
Bond card stock
Matte Finish

Staff has also recommended producing a TAM annual report postcard (5"x7"). The postcard will be similar to the one produced for the 2005 TAM annual reports, announcing that the TAM and COC annual reports, as well as TAM's FY 2005-06 Fiscal Audit Report are available and where to locate them (both physical and electronic copies). Staff would like to propose a larger print run for the postcard and smaller print runs for the annual reports to save printing and mailing costs.

Costs to print and distribute annual reports and postcard designed in the above formats are estimated in the two tables below:

<u>Annual Report</u>	TAM's Annual Report		COC Annual Report	
# Of Copies	250	500	250	500
Total Printing Cost	\$2,000	\$3,500	\$750	\$1,350
Unit Printing Cost	\$8.00	\$7.00	\$3.00	\$2.70

<u>Postcard</u>	Printing Cost			Mailing Cost	
# Of Copies	500	1000	2000	500	1000
Total Cost	\$300	\$500	\$750	\$195	\$390
Unit Cost	\$0.60	\$0.50	\$0.38	\$0.39	\$0.39

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Attachment: Staff will bring mark-up of the TAM & COC Annual Reports to the meeting for review.